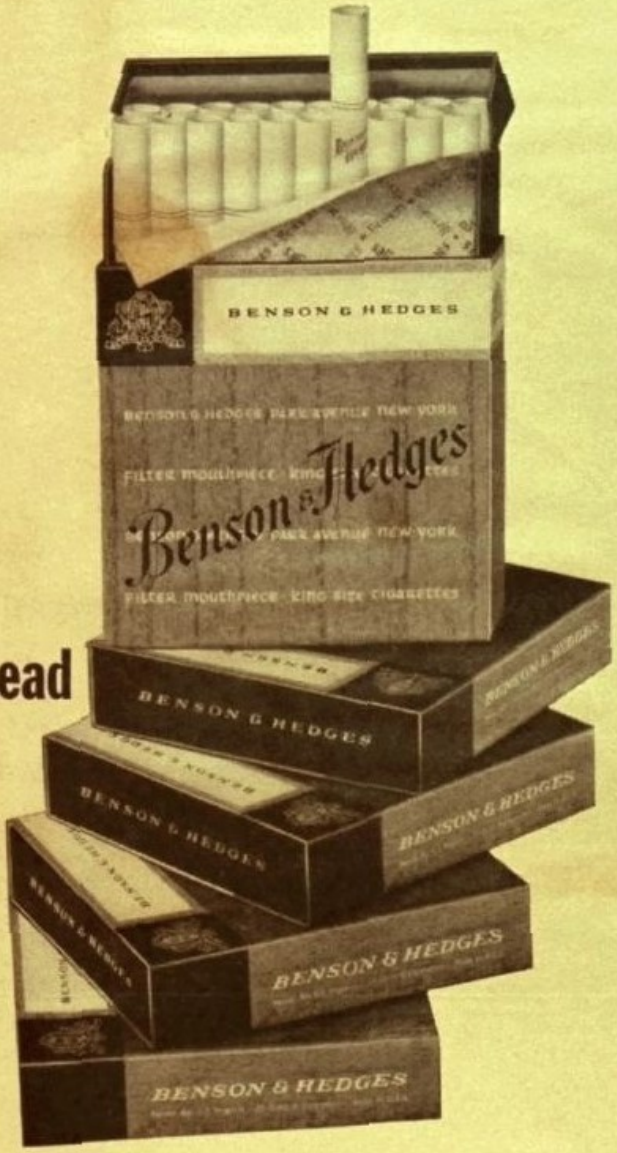
step ahead



Here's how to step ahead with Benson & Hedges. **Step one:** You carry Benson & Hedges' handsome crush-proof packet. Its cover slides back to deliver each cigarette easily, in perfect shape. **Step two:** You get the unique Benson & Hedges filter system. Recessed into the mouthpiece, the filter never touches your lips, never intrudes upon enjoyment. **Step three:** You enjoy the rich flavor of superb tobaccos. Benson & Hedges carefully cures, ages, and blends these tobaccos to perfection. Once you step ahead with Benson & Hedges you will know why we say:

With Benson & Hedges you pay more...you get more.

Prepared by
BENTON & BOWLES, INC.
to appear in:
N.Y. Herald Tribune . January 27, February 3, 1962
N.Y. Times . . . . . February 3, 10, 1962
Job No. BH-5895
4 cols. x 150 lines (A) Final Proof, January 26, 1962

2061190038
Source: https://www.industrydocuments.ucsf.edu/docs/gyn...
2061190038